IN THE CLAIMS

Please amend the claims as follows:

1-36. (Canceled)

37. (Currently Amended) An apparatus for determining a share of profits comprising:

receiving means for receiving from a device of a content creator via internet, content data and predetermined information including at least category information indicating genre of the content data which is appointed by the content creator, the content data including advertising data affixed thereto, said advertising data being affixed based on commercial desired data generated in response to a selection by the content creator;

accessing means for accessing the content data received from the device of the content creator provided by a content creator, the content data including advertising data affixed thereto, said advertising data being affixed based on commercial desired data generated in response to a selection by the content creator;

transmission means for transmitting, via a network, selected content data to one or more user locations, in response to a request from the one or more user locations for the selected content data;

calculating means for calculating a share of profits to be earned by the content creator as a function of a number of transmissions of the selected content data and whether the selected content included advertising data; and

storing means for storing and accumulating the share of profits for the content creator in a content creator information database.

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38. (Previously Presented) The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to include advertising data with the content data.

39. (Previously Presented) The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to exclude advertising data from the content data.

40. (Previously Presented) The apparatus according to claim 37, wherein the calculating means calculates the share of profits to be earned by the content creator as a function of connection fee data.

41. (Previously Presented) The apparatus according to claim 37, wherein the calculating means calculates the share of profits to be earned by the content creator as a function of use fee data.

42. (Previously Presented) The apparatus according to claim 37, wherein the calculating means calculates a credit quantity as a function of the share of profits to be earned by the content creator.

43. (Previously Presented) The apparatus according to claim 42, wherein the credit quantity is applied to one or more purchases over the network.

44. (Canceled)

45. (Previously Presented) The apparatus according to claim 37, further comprising:

generating means for generating content data that is accessed by the accessing means,

wherein the generating means positions the advertising data at one or more particular

region of the content data.

46. (Previously Presented) The apparatus according to claim 45, wherein the region is

a head portion.

47. (Previously Presented) The apparatus according to claim 37, wherein the

calculating means calculates a contribution quantity as a function of a contribution indication.

48. (Currently Amended) A method for determining a share of profits comprising:

receiving from a device of a content creator via internet, content data and

predetermined information including at least category information indicating genre of the

content data which is appointed by the content creator, the content data including advertising

data affixed thereto, said advertising data being affixed based on commercial desired data

generated in response to a selection by the content creator;

accessing the content data received from the device of the content creator provided by

a content creator, the content data including advertising data affixed thereto, said advertising

data being affixed based on commercial desired data generated in response to a selection by

the content creator;

transmitting, via a network, selected content data to one or more user locations, in

response to a request from the one or more user locations for the selected content data;

calculating a share of profits to be earned by the content creator ~~as a function of a~~

~~number of transmissions of the selected content data and whether the selected content included~~

~~advertising data~~; and

storing ~~and accumulating~~ the share of profits for the content creator in a content creator

information database.

49. (Previously Presented) The method according to claim 48, wherein the request

from the one or more user locations includes indicating inclusion of advertising data with the

content data.

50. (Previously Presented) The method according to claim 48, wherein the request from

the one or more user locations includes indicating exclusion of advertising data from the

content data.

51. (Previously Presented) The method according to claim 48, wherein the calculating

step calculates the share of profits to be earned by the content creator as a function of

connection fee data.

52. (Previously Presented) The method according to claim 48, wherein the calculating

step calculates the share of profits to be earned by the content creator as a function of use fee

data.

53. (Previously Presented) The method according to claim 48, wherein the calculating

step calculates a credit quantity as a function of the share of profits to be earned by the content

creator.

54. (Previously Presented) The method according to claim 53, further comprising applying the credit quantity to one or more purchases over the network.

55. (Canceled)

56. (Previously Presented) The method according to claim 48, further comprising:

generating the content data that is accessed; and

positioning the advertising data at one or more particular regions of the content data.

57. (Previously Presented) The method according to claim 56, wherein the region is a head portion.

58. (Previously Presented) The method according to claim 48, further comprising calculating a contribution quantity as a function of a contribution indication.

59. (Currently Amended) ~~A computer program product having a program, for determining a share of profits, stored on a computer-readable medium, comprising:~~ A computer readable storage medium encoded with instructions, which when executed by a computer causes the computer to implement a method for determining a share of profits, the method comprising:

receiving from a device of a content creator via internet, content data and predetermined information including at least category information indicating genre of the content data which is appointed by the content creator, the content data including advertising

data affixed thereto, said advertising data being affixed based on commercial desired data

generated in response to a selection by the content creator;

~~program code configured to access~~ accessing the content data received from the device

of the content creator ~~provided by a content creator, the content data including advertising data~~

~~affixed thereto, said advertising data being affixed based on commercial desired data~~

~~generated in response to a selection by the content creator~~;

~~program code configured to transmit~~ transmitting, via a network, selected content data to

one or more user locations, in response to a request from the one or more user locations for the

selected content data;

~~program code configured to calculate~~ calculating a share of profits to be earned by the

content creator ~~as a function of a number of transmissions of the selected content data and~~

~~whether the selected content included advertising data~~; and

~~program code configured to store~~ storing ~~and accumulate~~ the share of profits for the

content creator in a content creator information database.

60. (Currently Amended) The computer ~~program product~~ readable storage medium

according to claim 59, wherein the request from the one or more user locations includes an

indication to include advertising data with the content data.

61. (Currently Amended) The computer ~~program product~~ readable storage medium

according to claim 59, wherein the request from the one or more user locations includes an

indication to exclude advertising data from the content data.

62. (Currently Amended) The computer ~~program product~~ readable storage medium

according to claim 59, wherein the ~~program code configured to calculate~~ calculating

calculates the share of profits to be earned by the content creator as a function of connection

fee data.

63. (Currently Amended) The computer ~~program product~~ <u>readable storage medium</u>

according to claim 59, wherein the ~~program code configured to calculate~~ <u>calculating</u>

calculates the share of profits to be earned by the content creator as a function of use fee data.

64. (Currently Amended) The computer ~~program product~~ <u>readable storage medium</u>

according to claim 59, wherein the ~~program code configured to calculate~~ <u>calculating</u>

calculates a credit quantity as a function of the share of profits to be earned by the content

creator.

65. (Currently Amended) The computer ~~program product~~ <u>readable storage medium</u>

according to claim 64, further comprising ~~program code configured to apply~~ <u>applying</u> the credit

quantity to one or more purchases over the network.

66. (Canceled)

67. (Currently Amended) The computer ~~program product~~ <u>readable storage medium</u>

according to claim 59, further comprising:

> ~~program code configured to generate content data that is accessed,~~
>
> ~~program code configured to position~~ <u>positioning</u> the advertising data at one or more

particular regions of the content data.

68. (Currently Amended) The computer ~~program product~~ readable storage medium according to claim 67, wherein the particular region is a head portion.

69. (Currently Amended) The computer ~~program product~~ readable storage medium according to claim 59, further comprising ~~program code configured to calculate~~ calculating a contribution quantity as a function of a contribution indication.

70-96. (Canceled)

97. (Currently Amended) An apparatus for determining a share of profits comprising:

a receiving unit configured to receive from a device of a content creator via internet, content data and predetermined information including at least category information indicating genre of the content data which is appointed by the content creator, the content data including advertising data affixed thereto, said advertising data being affixed based on commercial desired data generated in response to a selection by the content creator;

an accessing unit configured to access the content data received from the device of the content creator ~~provided by a content creator, the content data including advertising data affixed thereto, said advertising data being affixed based on commercial desired data generated in response to a selection by the content creator;~~

a transmission unit configured to transmit, via a network, selected content data to one or more user locations, in response to a request from the one or more user locations for the selected content data;

a calculating unit configured to calculate a share of profits to be earned by the content creator ~~as a function of a number of transmissions of the selected content data and whether the selected content included advertising data~~; and

a storing unit configured to store ~~and accumulate~~ the share of profits for the content creator in a content creator information database.